

A group of young people, including a woman in the foreground wearing a denim jacket and sunglasses on her head, are smiling and giving thumbs up. They are outdoors in a bright, sunny setting, possibly a beach or a field. The background is slightly blurred, showing other people and a clear sky.

Youth Summer Camp

**Preparing next generation for effecting
change: entrepreneurial skills/culture**

The Organizers



UNESCO Center for
Women and Peace in the
Balkan Countries



University of Macedonia,
Entrepreneurship Lab,
Department of Balkan, Slavic and
Oriental Studies

When & Where?



28 August - 3 September 2017
Agios Nikolaos, Chalkidiki, Greece

Target countries

Why these countries?



Romania



Serbia



F.Y.R.O.M.



Albania

Small States in South Eastern Europe which face challenges, like lack of financial resources, limited international cooperation, lack of social capital, less modernized educational system with no connection between education and entrepreneurship .

Target countries



Greece



Cyprus



Turkey



Bulgaria

...

Priority group: Youth

School children,
aged 15 to 17 years
of both sexes

GENERATION Z

They are self-starters, wanting to be entrepreneurs to carve out their own unique career path. They are hungry to acquire skills such as creativity, time management, problem-solving, teamwork and leadership.

GEN Z ARE SELF-STARTERS

Want to pursue their hobby/dream as a part-time or full time profession in the future



On the future: Youths are surprisingly worry warts



Culture Creators

CATALYSTS OF
THE CULTURAL
REVOLUTION

Our Study Demographics

We conducted a longitudinal research project between June - August 2015.



Our respondents include two gender roles:
18 to 24 years old
Average Age: 27.9

Our respondents include 17% Millennials & 83% Gen Zers.
7.5% Black / 92.5% White / Hispanic

What sets us apart is our search for the next generation of CCs (Culture Creators) that are creating, defining, reimagining, the landscape and making. The CCs are composed of various professions, industries that users can use and make a difference in the world. They have created a new Culture Creator for various purposes, whether to create, educate, share skills and expertise. What's different for the generation is our role in the future as a technology. Technology is an important component for which change is the generation's identity with culture.

THEY DON'T SIMPLY CONSUME IT.
THEY MAKE IT. THEY CREATE IT.

The New Creator Landscape

This is the first post-millennial generation. They are maturing after the web and mobile technology are already here - and everywhere.

88% of the global population are growing - and in the next 10 years in the world's largest markets!

Over 91% are providing their opinions on parents and adults buying decisions.

Culture Changers

Family Authenticity
TOP SOCIAL MEDIA

86%

80%

76%

Women want to mother, and they do.

80% WANT TO GO TO COLLEGE

80% VALUE SELF-EMPLOYMENT

80% VALUE EXPRESSING THEIR CREATIVITY

84% OF THE CC'S UNANIMOUSLY SUPPORT EQUALITY FOR ALL PEOPLE.

Cultural Currency

94% said 'being true to myself' is important.

People are people. The important thing is to be true to the person. That way cultural currency value increases and authenticity.



BEING CONSTANTLY CONNECTED NECESSITATES INTENTIONAL DISENGAGEMENT.

89% WANT INTENTIONAL DISENGAGEMENT

Not the same as all-out, it's just the time you spend with it.

Culture Creators

80%

THEY EXPRESSING THEMSELVES CREATIVELY & IMPROVING.

Over 25%

Culture Consumers

The demand of linear TV is happening at breakneck speed.

IF YOU HAVE ONLY ONE DEVICE

Culture Collaborators

There are relationships with friends, family, colleagues and communities that all Culture Collaborators in the world are looking for as they're looking to create, connect, inspire and succeed here.



Social Media posts and YouTube videos

The Objectives



Inspire

Entrepreneurial Mindset

Fight for equal opportunities

International cooperation



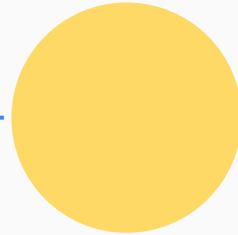
Train

Entrepreneurial skills

Critical thinking

Communication

Teamwork

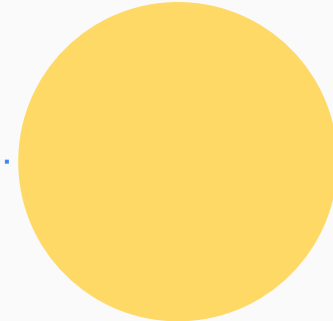


Encourage

Creative thinking

Innovation

Taking risks

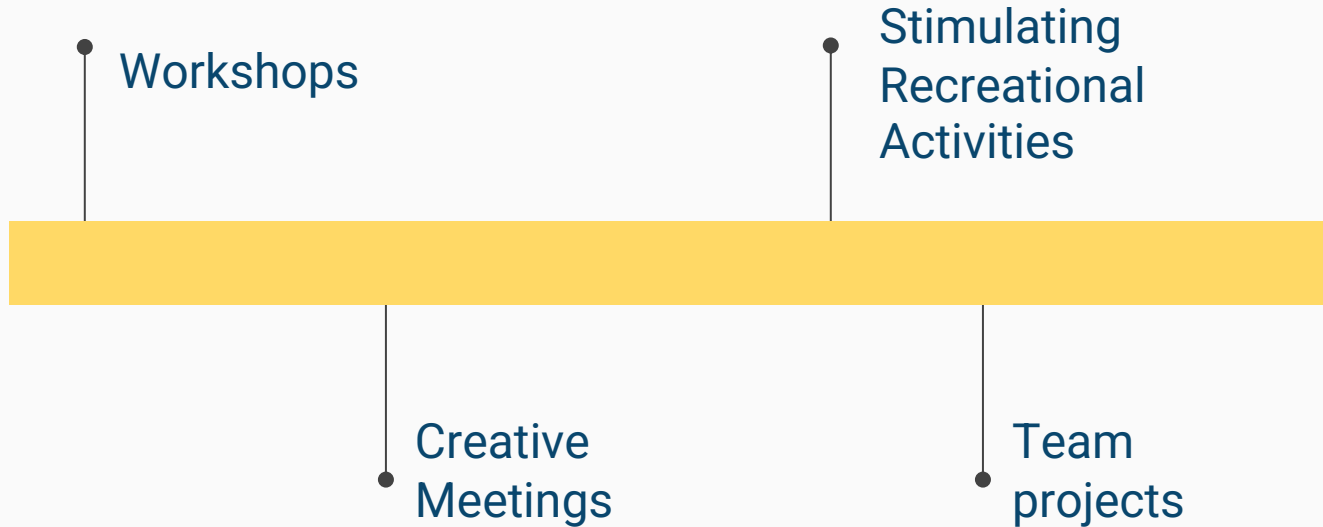


The Program



7 days

programme is divided into recreational activities, meetings and workshops all of which aim at cultivating and enhancing different components of an entrepreneurial mindset.



Outcomes



Raise awareness

A young child with brown hair and black-rimmed glasses is smiling. They are wearing a blue and white striped sweater. They are holding a bright green watering can high in the air with their right hand, and a spray of water droplets is visible above the can. The background is a dark, textured green.

Entrepreneurship culture
Social Entrepreneurship
Political Entrepreneurship
Gender issues
Equal opportunities
International Cooperation
Multiculturalism

Prepare the next generation for effecting change

Creative Thinkers
Responsible citizens
Young creators
Innovators
Culture Generators

For Participants



Research outcomes

Evaluation

**Design Future
Interventions &**

Actions

For Entrepreneurship Education